GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:1174
ANSWERED ON:25.07.2016
Foreign Ownership of e-Commerce
Birla Shri Om;Sahu Shri Chandu Lal

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Government has introduced new regulations on foreign ownership of e-commerce in India and if so, the details thereof;

(b) whether the Government has fixed any timeline for implementation of the new regulations and if so, the details thereof including the action proposed to be taken against the violators; and

(c) the others steps which have been taken to ensure price parity in e-commerce as compared to offline stores and improving e-commerce market in India?

Answer

???????? ??? ?????? ???????????? (????????? ??????)(??????? ??????? ???????)
THE MINISTER OF STATE (INDEPENDENT CHARGE)
OF THE MINISTRY OF COMMERCE & INDUSTRY
(SHRIMATI NIRMALA SITHARAMAN)

(a): With the objective of bringing clarity in the FDI policy on e-commerce sector, the Government vide Press Note 3 (2016) (Annexure) introduced Guidelines for Foreign Direct Investment (FDI) in e-commerce.

(b): The said Guidelines are effective from date of issue of Press Note 3 i.e. 29.03.2016. FDI policy is notified under Foreign Exchange Management Act (FEMA), 1999 and any violation of FDI regulations is covered by the penal provision of FEMA. 1999. Enforcement Directorate conducts investigations in cases of contravention of FDI policy as and when any credible information is received in this regard. Based on the outcome of the investigation, appropriate action under the provision of FEMA is taken in such cases.

(c): With a view to ensure price parity in e-commerce, the policy specifies that e-commerce entities providing market place will not directly or indirectly influence the sale price of goods or services and shall maintain level playing field.

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